Job Title: Marketing Communications Manager

Position: Part-Time, 12-15 hours per week.

Term: One year with potential for renewal

Overview

The Marketing Communications Manager will lead in setting strategic direction and implementation of all internal and external communications for Congregational Church of San Mateo (CCSM) with the goal of fueling increased engagement, church community growth, and new sources of revenue. They will consistently articulate and amplify CCSM’s mission and vision. This individual will be a creative, innovative, strategic and a results-driven member of the staff team.

Key Responsibilities

- Work proactively to ensure CCSM maintains an effective presence on the web including content, style, and visual interest.
- Coordinate website maintenance with webmaster to ensure new and consistent information (article links, stories, and events) are posted regularly.
- Join brainstorming and creative sessions with pastors and staff to create and promote new and continuing revenue streams.
- Develop and manage social media messaging and communication strategies in coordination with Senior Minister and media team.
- Identify and target potential new audiences to attract new members to CCSM.
- Create communication strategies targeting key demographics to market, inform, and promote educational series, events, activities, etc.
- Creatively build followings on various social media outlets including but not limited to Facebook, YouTube, Twitter, and Instagram.
- Monitor the content and visual presentation of all marketing materials representing CCSM for Sunday English services and Wednesday Spanish services.
- Oversee the use of logos and images representing CCSM.
- Develop creative ways to engage a broad-reaching community.
- Build relationships with local and national media.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.
- Other duties as assigned.

Qualifications and Required Skills
- Degree in (or in process) communications, media or related field preferred, or a minimum of 3-5 years of experience in communications
- Passion for promoting a progressive, open, and inclusive Christian message
- Highly collaborative style; experience developing and implementing communications strategies
- Demonstrable skills in social media communication and marketing
- Proven ability to plan and implement projects from beginning to end
- Organized and able to manage and prioritize multiple projects
- Action-oriented and displays focus, passion, and initiative
- Relates well to all kinds of people, builds effective relationships
- Organized, creative thinker, and highly productive
- Committed to improvement, seeks and learns from feedback, understands personal strengths and weaknesses
- Excellent written and oral communication skills

Desirable Additional Skills
- Ability to implement Search Engine Optimization functionality
- Experience shooting and editing videos
- Experience working with media organizations
- Fluency in Spanish

Some Sunday mornings and some Wednesday evenings required. If interested, please email Chase Montara at cmontara@ccsm-ucc.org and Jorge Bautista at jbaustista@ccsm-ucc.org.

CCSM Guiding Principles: https://ccsm-ucc.org/about/#guiding